

- a. 7:00 - Eric Monfrooy, PA Andy Coles (Westley Hunsaker approved last month didn't work out) Eric currently at the U helping with pain management. Previous 11 yrs at ARUP lab. Andy joined the visit as well. Motion to hire made by Neil V with second by Greg A, carried.

6. 7:15 Visit from Bryan Ellertson Health Insurance Coverage discussion. Bryan visited asking for gastric bypasses to be included in clinic health insurance coverage. His wife is in need, after failed attempts at all other weight reduction methods. Such has been a successful procedure for her mother, sister and cousin. Bryan cited options, costs, BMI stats, health benefits, etc. After his departure, Board discussed. Concluded the procedure isn't always effective and ruled not to open the door to incidental procedure coverages. No change to clinic policy.

7. 7:30 Visit from Alli - 2020 Advertising Budget Approval and Update. (decision)

- a. Alli presented 2019 costs and successes with Marketing efforts as well as proposed 2020 efforts and budget. Board applauded Alli's great efforts and successes in bang-for-buck spending. Motion to approve the \$325,000 2020 marketing budget was made by Greg Austad with second by Neil Van Leeuwen, carried.
- b. New Logo Alli also updated the board on efforts of late to update the clinic's logo, now 20+ years old. Options were reviewed. Motion to proceed with logo change including input from employees and patients was made by Neil Van Leeuwen with second by Mike Schaelling, carried.